

A RESOLUTION concerning television advertisements for
alcoholic beverages.

WHEREAS, alcohol is the drug most often abused in our nation and state today; and

WHEREAS, it can thus factually be said that alcohol is America's number one drug
abuse problem; and

WHEREAS, alcohol abuse is truly an insidious killer; a person may abuse alcohol for
many years before the drug's many deleterious effects become fully manifest; and

WHEREAS, in addition to the many devastating effects of alcohol addiction, alcohol is
also the source of many other physical and mental health maladies, including a high incidence
of birth defects; and

WHEREAS, alcohol abuse can also intensify depression, and actually increases the
likelihood of suicide; and

WHEREAS, alcohol dulls the reasoning abilities of many people, and thus alcohol abuse
can lead some people to view violence as the only solution to a problem; and

WHEREAS, alcohol abuse is a significant factor in many instances of domestic violence,
as well as numerous other types of violence; and

WHEREAS, our nation's and our state's work force productivity suffers significant
damage each year as a result of alcohol abuse; and

WHEREAS, in addition to ruining the lives of the abuser, alcohol abuse also claims
many ancillary victims such as the spouses, children, family, friends and co-workers of
alcoholics; and

WHEREAS, alcohol-related automobile accidents have claimed the lives of nearly 3,000
innocent people on Tennessee's highways over the past five years; and

WHEREAS, in an indirect manner, alcohol also has destroyed the lives of the family members of those unfortunate people whose lives were carelessly and needlessly taken by drunk drivers; and

WHEREAS, in 1994 alone, the Tennessee Highway Patrol made 4,907 DUI arrests, and DUI convictions for all law enforcement agencies in the state numbered 20,141; and

WHEREAS, for the years 1989 through 1993, nearly one-half (47%) of all total traffic fatalities and total fatal traffic crashes were alcohol-related; and

WHEREAS, although we have made great progress in reducing the number of alcohol-related traffic fatalities in Tennessee during the last five years through stricter DUI laws and enforcement, these statistics indicate that we still have far to go in keeping drunk drivers off the road; and

WHEREAS, because of the many detrimental effects of alcohol abuse previously enumerated, it is indeed appalling that advertisements promoting the use of this highly addictive and deleterious drug are broadcast regularly on television, a public medium intended for the use of all citizens, including impressionable young people; and

WHEREAS, television advertisements for alcoholic beverages invariably promote the use of alcohol as a gateway to a fun-filled, glamorous and sophisticated lifestyle, while completely ignoring, or only paying lip service to, the many debilitating effects of alcohol abuse, including the loss of self-esteem and the destruction of families; and

WHEREAS, the use of such an extremely injurious drug as alcohol should not be promoted on the public airwaves, but rather its abuse should be vociferously discouraged at every available opportunity; and

WHEREAS, the Federal Communications Commission has previously prohibited the broadcast of television advertisements for cigarettes and liquor as working against the best public interest in promoting, even unintentionally, the use of these harmful products by impressionable young people who are not mature enough to make informed decisions about their personal use of dangerous drugs such as alcohol; and

WHEREAS, it is now time for the federal government to take similar action to prohibit the broadcast of television advertisements promoting the use of other alcoholic beverages; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE NINETY-NINTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, That we hereby memorialize Tennessee's congressional delegation, both collectively and individually, to introduce and secure the passage of legislation to prohibit the broadcast of television advertisements promoting the use of beer, wine, coolers, malt liquor and all other alcoholic beverages.

BE IT FURTHER RESOLVED, That the Chief Clerk of the House is directed to promptly transmit a certified copy of this resolution to the Speaker and the Clerk of the U.S. House of Representatives, the President and the Secretary of the U.S. Senate, the Chairman of the Federal Communications Commission, and to each member of Tennessee's congressional delegation.